

## RISOs help cut production times by 30%



*“The RISOs help cut our production times by at least 30%.*

*We would absolutely recommend RISOs”*

**Elisabeth Glasper**  
Managing Director

### The Client

Ciconi was founded in 1989 as a mailing company and has since grown year-on-year to become a truly dynamic organisation. The mission remains, as it has always been, to ‘Exceed our customer’s expectations by combining honesty, reliability and specialist skills to build better relationships. Ciconi is an accredited member of Royal Mail’s Partners in Quality scheme, and is also ISO20700, ISO 9001 and ISO 14001 accredited.

### The Challenge

Ciconi’s portfolio of services cover design, print and mailing and the need for high volume printing systems is always top of the list. Ciconi added RISO inkjet solutions to provide clients with a greater choice when coming to print high volume variable colour. With the introduction of RISO to the print service, Ciconi’s clients have been able to enjoy reduction in cost whilst still benefiting from colour print.

### The Solution

In an effort to provide print with the quality required, for the lowest cost and more options for our clients, we took a look at the inkjet industry, getting detailed information about products. We found that the RISOs would provide the quality and pricing that our customers demanded of our company, so we looked into the company too, not just the printers.

Initially, we were searching for the best quality and speeds to match our needs, and it turned out that RISO was the answer. What we found later was that not only was the quality and speed what we needed, we also learned that it was the most environmentally-friendly machine we could have bought that met our needs. This has been seen as a bonus feature for us, as we have seen reduced power bills and cost per sheet.

We currently use two versions of the RISO ComColor, the 7150 and the 9150.



## The Benefits

We print hundreds of thousands of sheets every month. Most of our print is done on A3 paper, so that we can maximize the output, and the machines handle this faster than one could ever imagine. We have them both running flat out, non-stop all day, five days a week and only have to reload paper, and ink. Rarely are there jams or breakdowns, and when there is a jam, it tends to be the paper causing it, and is easily fixed.

The list of what is printed on the RISOs is long and varied depending on the job and what the customer desires. We do print thousands of sheets or envelopes per day on the RISOs, and the quality from the first to the last is impeccable.

We tend to use the RISOs for a large number of charitable organisation mailings, or companies that specialise in surveys because of the speed, quality, and cost per print of the inkjet. When you have a survey going out to over 10,000 participants, that has a letter, survey, and return envelope as well as the outside envelope, the RISO is the best answer for us. We can print the 20,000 envelopes of different sizes with little effort or set up changes, and the letters at the same time on different machines (RISOs), from the same computer and software. The ability to do all of this has proven incredibly efficient, and we can say it has cut production time by at least 30 per cent.

It has given us the ability to provide our customers with another avenue to reduce their costs to and reach more people with mailings.

This is particularly beneficial for charities, who can buy colour at a reduced cost but see mailings increase and a better ROI. Their costs are lower than colour laser printing. The speed has allowed us to take on larger jobs than before with shorter notice, and the time saved has been immeasurable.

## Client Quote

We would absolutely recommend RISO to any mailing company because of their reliability and ability to handle large volumes faster than just about any other comparable machines out there.

These are also the most cost effective machines we could find, and therefore the choice we made we are incredibly happy with. You can rest assured that the company provides excellent customer service.

## RISO Quote

Ciconi is a great example of a print and mailing company that listens to what customers need and focuses on how it can deliver those in a way that is also beneficial to the business itself. The Ciconi team has fully harnessed the power of RISO, understanding that our devices are more than just printers.

## Before RISO

Prior to the RISOs, Ciconi was a purely a laser print machines business, but realised they needed to have a cost effective solution that would provide customers with more options and a cheaper per sheet print.

## After RISO

The Ciconi team has fully harnessed the power of RISO, understanding that our devices are more than just printers.



phone 020 8236 5800  
email [info@riso.co.uk](mailto:info@riso.co.uk)  
web [www.riso.co.uk](http://www.riso.co.uk)